

Professional Communications YAG

One Semester | 45 Minutes Daily | 18 Weeks (2 Grading Periods) | One-Half Credit

TEKS Abbreviations: PC = §127.188 Professional Communications; ES = §127.15(d)(1) Career and Technical Education Employability Skills. This sequence retains the teacher-developed five-unit framework and checkpoint structure while aligning the TEKS to the current numbering and adding any standards needed for complete coverage. The Semester Exam in Week 18 is cumulative. ACCESS may be used for career exploration, employability, research, presentations, and portfolio activities.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–3	Unit 1 – Foundations of Professional Communications	• Communication process: sender/receiver, message, feedback, context, barriers and channels • Oral language, nonverbal communication, listening process and critical/deliberative/empathetic listening • Professional etiquette, audience awareness, interpersonal communication and communication decisions • Workplace professionalism: teamwork, respect, work ethic, time management and completing work to criteria • Introductory digital communication product	• PC2(A–C,E,G–H) • PC10(B–C,E–F,H,W) • ES(A–H)	• ACCESS: employability/career exploration • Communication-style reflection • Professional etiquette scenarios
1	4–6	Unit 2 – Reading & Writing	• Use technical vocabulary, grammar, punctuation and terminology in professional documents • Identify purpose, assumptions, outcomes, solutions and propaganda/misinformation techniques • Compose, edit and evaluate professional written communication • Research topics and evaluate source credibility; acquire information in multiple electronic formats • Create desktop-published/digital products using page design, typography and graphic-design principles	• PC1(A–F) • PC2(A–C,F) • PC4(A–B) • PC10(E,K–L,Q–W)	• Professional email/memo challenge • Source-credibility investigation • Digital publication project
1	7–9	Unit 3 – Speaking & Listening	• Organize and deliver formal/informal presentations for defined audiences and purposes • Apply verbal/nonverbal delivery strategies, active listening and audience adaptation • Use visual/auditory aids and properly credit sources • Manage communication apprehension and build presentation confidence • Participate in question-and-answer sessions, self/peer evaluation and group discussion	• PC2(A,D–E,G–H) • PC7(A–B) • PC10(B–C,E,H,K–P)	• Informative presentation • Persuasive speaking challenge • CTSO/leadership presentation option
2	10–12	Unit 4 – Preparing for Professional Communication	• Employ critical thinking and interpersonal problem solving independently and in groups • Explore communication-related businesses, industry history/evolution and economic influences • Apply classroom/personal safety and emergency procedures • Analyze professional groups, member roles, leadership styles, conflict management and consensus building • Practice interview communication as interviewer/interviewee, including federal	• PC3(A–B) • PC5(A–C) • PC6(A–B) • PC10(A,F–J) • ES(A–H)	• ACCESS: interview/employability practice • Mock interview • Team problem-solving case

			employment interview laws • Checkpoint 2A: problem solving, groups, interview readiness and workplace communication		
2	13–15	Unit 5 – Mastering Professional Communication	• Apply ethical decision making, copyright/fair use, social responsibility and digital citizenship • Use planning/time-management and technology to improve productivity • Apply technology tools including email, Internet, publishing, presentations, spreadsheets/databases, file management and sharing • Demonstrate public relations and customer/client communication • Integrate writing, speaking, listening, research and digital-design skills in a professional communication product	• PC4(A–B) • PC8(A–D) • PC9(A–B) • PC2(H) • PC10(D–F,I–J,S–W) • ES(C–H)	• ACCESS: digital portfolio tools • Public-relations scenario • Professional communication campaign
2	16–17	Unit 6 – Professional Communication Capstone & Review	• Develop a capstone communication package for a realistic workplace/client scenario • Include research, professional writing, data/table/chart interpretation, digital design and technical documentation • Deliver a formal presentation and facilitate audience questions/discussion • Demonstrate leadership/teamwork, ethical communication, digital citizenship and professional etiquette • Complete cumulative TEKS review and portfolio reflection	• PC1–10 • ES(A–H)	• ACCESS: portfolio/presentation support • Client-style presentation panel • Career/CTSO connection
2	18	Semester Exam – Professional Communications	• Cumulative written assessment covering course concepts • Performance component integrating written, oral and digital communication • Final portfolio/product review and reflection	• Cumulative: PC1–10 & ES (A–H)	• Targeted remediation or enrichment

Professional Communications TEKS Coverage Checklist

Strand	Student Expectations	YAG Placement	Coverage
PC1	PC1(A-F)	Unit 2; reinforced in Units 5–6	100%
PC2	PC2(A-H)	Units 1–3, 5–6	100%
PC3	PC3(A-B)	Units 4 and 6	100%
PC4	PC4(A-B)	Units 2, 5–6	100%
PC5	PC5(A-C)	Unit 4; reinforced in Unit 6	100%
PC6	PC6(A-B)	Unit 4; reinforced throughout	100%
PC7	PC7(A-B)	Unit 3; reinforced in Units 4 and 6	100%
PC8	PC8(A-D)	Unit 5; reinforced in Unit 6	100%
PC9	PC9(A-B)	Unit 5; reinforced in Unit 6	100%
PC10	PC10(A-W)	Units 1–6	100%

Implementation Notes

- Professional Communications is a one-half-credit course designed here for one semester of 45-minute daily instruction.